



# ENERGY STAR<sup>®</sup> Program Requirements for Cable, Satellite, and Telecom Service Providers

## Partner Commitments DRAFT 2 – Version 1.0 October 5, 2007

### Commitment

The following are the terms of the ENERGY STAR Partnership Agreement as it pertains to cable, satellite, and telecom service providers that deploy set top boxes to subscribers. The ENERGY STAR Partner must adhere to the following program requirements:

- comply with current ENERGY STAR Identity Guidelines, describing how the ENERGY STAR marks and name must be used. Partner is responsible for adhering to these guidelines and for ensuring that its authorized representatives, such as advertising agencies, are also in compliance;
- purchase and deploy:
  - TBD % of ENERGY STAR qualified STBs to subscribers by January 1, 2009;
  - TBD % of ENERGY STAR qualified STBs to subscribers by April 1, 2010; and
  - TBD % of ENERGY STAR qualified STBs to subscribers by April 1, 2011;

*Note: EPA intends to work with stakeholders to establish the purchase and deployment requirements once stakeholders have had the opportunity to comment on the technical requirements put forth in the Draft 2 specification for box manufacturers. While Draft 1 proposed one tier effective in September of 2009, this draft proposes purchasing and deployment requirements over a three year period, with the first year requirements following by one quarter the proposed Tier 1 effective date for STBs, the second year requirements following by one quarter the proposed Tier 2 effective date for STBs, and the third year requirements going into effect one year later still. EPA envisions that it will either maintain the Year 3 requirements in the years following 2011, or will amend them to reflect any changes to the STB program requirements. EPA will engage stakeholders in discussion regarding changes to Service Provider requirements post Year 3.*

- ensure that ENERGY STAR qualified set-top boxes continue to meet or exceed ENERGY STAR technical requirements for the duration of their deployment. This is confirmed by testing for ENERGY STAR qualification while the product is connected to the head end. This also includes deploying and configuring the box in such a way that the power management features and notifications provided by the original equipment manufacturers function as intended. This will allow the box to enter low power modes when not in use by either the end user or the service provider's system and will permit the display of electronic labeling to convey the box's ENERGY STAR status;

*Note: EPA continues to welcome feedback from stakeholders on additional, specific guidance that should be included here to define how boxes must be deployed to achieve maximum energy savings. EPA also welcomes suggestions on ways to garner energy savings in legacy boxes.*

- maintain clear and consistent labeling of ENERGY STAR qualified set-top boxes. The ENERGY STAR mark must be clearly displayed on the product or via electronic notification that meet the following requirements:
  - The ENERGY STAR mark must appear in cyan, black, or white (as described in "The ENERGY STAR Identity Guidelines");
  - The ENERGY STAR mark must be at least 10% of the screen by area, may not be smaller than 76 pixels x 78 pixels, and must be legible;
  - The ENERGY STAR mark must appear for a duration not less than five seconds at power up and briefly upon power down; and
  - The ENERGY STAR mark must be displayed as part of the auto power down notification.

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*Note: EPA has included a labeling requirement in the STB Draft 2 Program Requirements that calls on manufacturers to label, with either a physical or electronic label, all qualified products that are sold at retail or to an ENERGY STAR Service Provider Partner. EPA is seeking with the above requirements a commitment from service providers to maintain manufacturers' labeling or execute physical labeling set up by manufacturers. EPA welcomes feedback on the feasibility of the preceding labeling requirement.*

- deploy user interface software features that inform subscribers of their efficiency opportunities and allow them flexibility where they need to make periodic changes. Examples include allowing users to opt out of features that increase energy use of the box, examples of which could be speculative recording and frequent EPG downloads, etc;
  - educate subscribers and potential subscribers about ENERGY STAR and Partner's commitment to the program. Outreach methods must include, but are not limited to:
    - providing information to subscribers (via the Web site) about energy-saving features and operating characteristics of ENERGY STAR qualified STBs; and
    - labeling and promoting ENERGY STAR qualified STBs via the Web site.
- Partner is also encouraged to distribute a dedicated mailing or bill stuffer to inform subscribers about ENERGY STAR and Partner's commitment to energy efficiency;

*Note: EPA continues to welcome input on the types of outreach methods to include.*

- train sales staff and customer service representatives on the ENERGY STAR program. This training shall include: a) identification of ENERGY STAR qualified products within the service provider's offerings and on the Partner's Web site, and b) tips for answering questions about the ENERGY STAR program;
- provide to EPA, on an annual basis, deployment data or other market indicators to assist in determining the market penetration of ENERGY STAR. Specifically, Partner must submit the total number of ENERGY STAR qualified set-top boxes deployed (in units by model) or an equivalent measurement as agreed to in advance by EPA and Partner. Partner is also encouraged to provide ENERGY STAR qualified deployment data segmented by meaningful product characteristics (new/refurbished, or other as relevant) and percent of total deployments that qualify as ENERGY STAR. The data for each calendar year should be submitted to EPA, preferably in electronic format, no later than the following March and may be provided directly from the Partner or through a third party. The data will be used by EPA only for program evaluation purposes and will be closely controlled. Any information used will be masked by EPA so as to protect the confidentiality of the Partner;
- notify EPA of a change in the designated responsible party or contacts within 30 days.

### **Performance for Special Distinction**

In order to receive additional recognition and/or support from EPA for its efforts within the Partnership, the ENERGY STAR PARTNER may consider the following voluntary measures and should keep EPA informed on the progress of these efforts:

- provide quarterly, written updates to EPA as to the efforts undertaken by PARTNER to increase availability of ENERGY STAR qualified products, and to promote awareness of ENERGY STAR and its message;
- consider energy efficiency improvements in company facilities and pursue benchmarking buildings through the ENERGY STAR Buildings program;
- feature the ENERGY STAR mark(s) on Partner Web site and in other promotional materials. If information concerning ENERGY STAR is provided on the Partner Web site as specified by the ENERGY STAR Web Linking Policy (this document can be found in the Partner Resources section on the ENERGY STAR Web site at [www.energystar.gov](http://www.energystar.gov)), EPA may provide links where appropriate to the Partner Web site;
- purchase ENERGY STAR qualified products. Revise the company purchasing or procurement

117 specifications to include ENERGY STAR. Provide procurement officials' contact information to EPA for  
118 periodic updates and coordination. Circulate general ENERGY STAR qualified product information to  
119 employees for use when purchasing products for their homes;  
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121 • ensure the power management feature is enabled on all ENERGY STAR qualified monitors and  
122 computers in use in company facilities, particularly upon installation and after service is performed;  
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